SALESMAN'S INCENTIVE PROGRAM
BLUEPRINT FOR GROWTH · 4th & 5th SALES CYCLES

PRODUCT PROMOTION PLAN

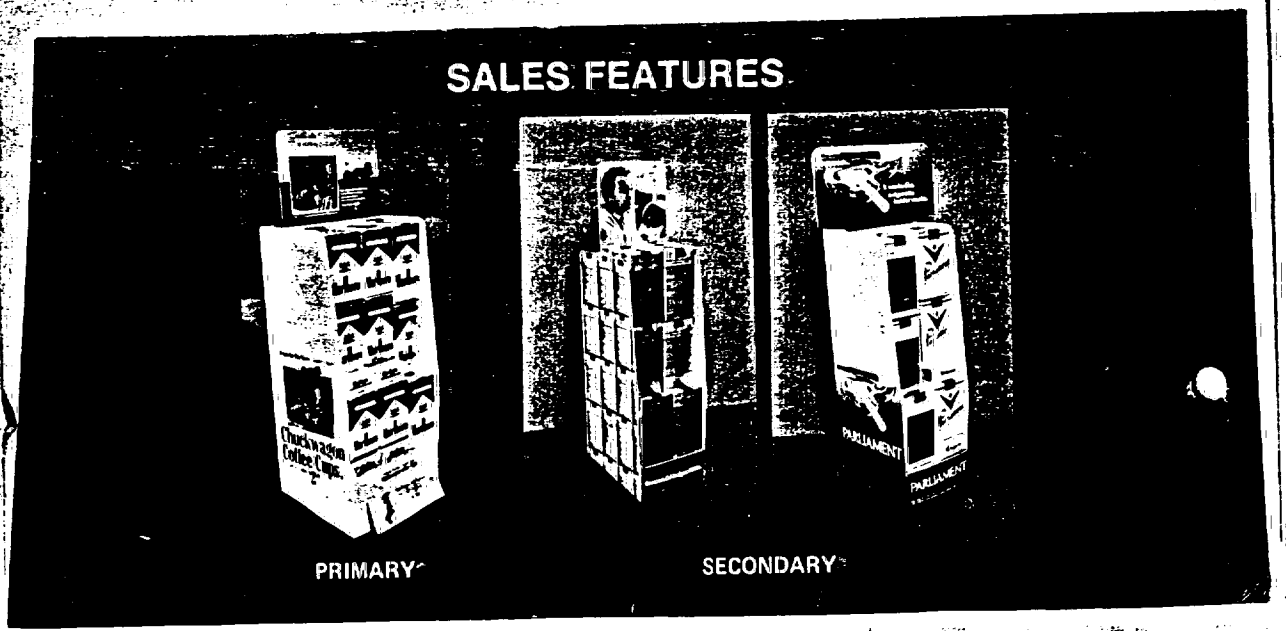
5th SALES CYCLE

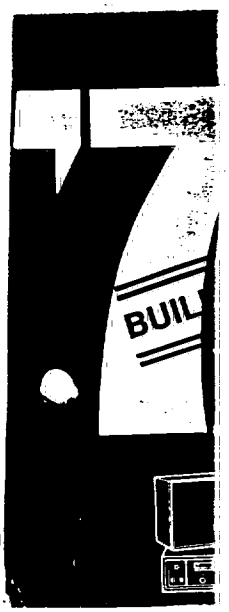
SEPTEMBER 4-OCTOBER 27

1005201145

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

1005201146





Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

PROMOTIONAL RATIONALE

MARLBORO

Marlboro sales for the first half of 1972 increased nearly 20% over last year. All packings showed outstanding growth during the first half with Red up 15%, Gold up 22% and Methol up 38%.

During this cycle, Marlboro as primary brand, will be running the biggest promotion in its history - The Marlboro Country Store. In September, 54 million readers will see 4-color, double gate fold inserts in Life, Sports Illustrated, Woman's Day and True! The insert will offer fourteen specially selected Western items from Marlboro Country - like the famous Marlboro coat, the Stetson hat and limited edition western art and more. In addition, 1.3 million 8 page, 4-color catalogs will be given at point-of-sale through our 90 carton country store floor display. All other point-of-sale material will offer Marlboro chuckwagon coffee cups (4 for $2.50) as the lead item from the country store. All consumers ordering coffee cups will receive a copy of the 8 page catalog.

BENSON & HEDGES 100's

Benson & Hedges 100's, since mid-1971, have maintained their position as the largest 100 mm brand and continue to show impressive growth. Sales are up 14% overall with especially strong performance from our menthol version - up almost 19%. As a secondary brand, Benson & Hedges will feature one of our current ads, "Bowler" as the graphic for display material. We believe this graphic approach transmits the Benson & Hedges "situations" more quickly and effectively than some of the more complicated ads we have previously run. Benson & Hedges 100's consistently receives the highest recall scores of all cigarette ads. Benson & Hedges will be supported heavily throughout this cycle with outdoor 30 sheet posters, and the addition of full color 2-page spreads in national magazines as well as our extensive schedule of 4-color pages.

PARLIAMENT

Parliament continues to increase its sales momentum in the marketplace. For the first six months of 1972 sales of all packings are up over 4%. The performance of Parliament 100's is particularly encouraging with a 20.7% increase - especially in view of the fact that this packing now represents over 1/5 of the total volume of the brand. This packing has moved rapidly from its "gaining distribution" problem to an out of stock problem!

Growth of Parliament depends on positive performance in large as well as small markets. Promotion is key to awareness and trial of this brand. Parliament has proved when displayed and promoted, its sales respond.

This month's secondary promotion will continue to emphasize the recessed filter of Parliament "works like a cigarette holder works." This theme will continue to be supported by national and local magazine, outdoor, newspaper, supplement, and transit advertising as shown on the list enclosed.

1005201147

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

MULTIFILTER

The Multifilter matchbook distribution will act as a sales incentive and provide Benson & Hedges Multifilter with an additional broad based exposure to consumers. The matchbook reflects the quality of the product and the new Multifilter advertising - the "Moderate Smoke". The promotion continues the effort started in the fourth cycle.

Keep in mind the following facts when selling Multifilter:

- Multifilter combines filtrations and flavor in perfect balance.
- The "humidor pack" is a Multifilter exclusive.
- The advertising message is an important new consumer appeal - "Multifilter is the cigarette you feel comfortable with, enjoy, stay with."
- The Benson & Hedges name provides believability and importance to the Multifilter brand - a brand that is on the move.

1005201148

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

RETAIL ACTIVITIES

FIFTH SALES CYCLE

SEPTEMBER 4 -- OCTOBER 27

During the Fifth Sales Cycle, all sales force activity should be directed toward the support of the following brands:

BRAND POSITION	PERIOD 5-A SEPTEMBER 4 -- SEPTEMBER 29	PERIOD 5-B OCTOBER 2 -- OCTOBER 27
FIRST MAJOR	MARLBORO	
SECOND MAJOR	BENSON & HEDGES	PARLIAMENT
TERTIARY	MULTIFILTER	

SELLING AND MERCHANDISING IN NON-DIRECT (NON-CONTROLLED) OUTLETS:

. MARLBORO (9/4-10/27) - PRIMARY

Sell-in up to 10 cartons of Marlboro 100's, Lights, and Menthol, offering retailer 10% gratis (one pack per carton) with the purchase. Include Menthol in every presentation. Maximum gratis per outlet, 10 packs for 10 carton or more sale. You may sell less than 10 cartons where necessary, on the basis of one pack free per carton. Sell extra Marlboro Red in each call - no gratis on Marlboro Red.

. BENSON & HEDGES 100'S (9/4-9/29) - SECONDARY 5-A

Sell-in three cartons of Benson & Hedges 100's (2 Regular and 1 Menthol), offering retailer one pack free per carton. You should be able to sell more than three cartons, but the maximum gratis per outlet is 3 packs.

. PARLIAMENT (10/2-10/27) - SECONDARY 5-B

Sell-in three cartons of Parliament (1 should be 100's), offering retailer one pack free per carton. You may sell more than three cartons, but the maximum gratis per outlet is 3 packs.

1005201149

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

. BENSON & HEDGES MULTIFILTER (9/4-10/27) - TERTIARY

Sell-in two cartons of Benson & Hedges Multifilter, giving each retailer one box of "Executive" Multifilter matches free with each carton of Benson & Hedges Multifilter purchased. Maximum matches per outlet - two boxes. Attempt to get both Regular and Menthol in distribution on each call.

Each salesman will be shipped two cases of matches direct from the manufacturer.

. SET/SELL DISPLAYS

Prior to each call, pre-pack a Marlboro and either a Benson & Hedges 100's or Parliament Set/Sell, depending on the promotion period. Carry these into the call in addition to your filled sales bag. Get these displays up on the counter where they will support your sales efforts. Try to get both displays up, but where only one is possible, it should be Marlboro.

. GRATIS USE AND REPORTING

Maximum gratis available per non-direct outlet is 13 packs of cigarettes, plus two boxes of matches. In discussing this offer with retailers, point out the dollar value of this free-goods offer.

All cigarette gratis is to be charged at wholesale, supported by gratis receipts, and reported on your weekly expense voucher.

SELLING AND MERCHANDISING IN CONTROLLED OUTLETS:

. AVAILABILITY

Get to the store order guide in every instance. Place orders for our brands and increase base inventories. If you're having difficulty here, ask your Division Manager for help.

Bring any out-of-stock or low inventories to attention of persons responsible for cigarettes in the store. We stand to lose more smokers if out-of-stocks prevail, and you gain more contest points if you write extra orders into store order guides.

. MERCHANDISING

Fill designated package rack slots with our brands on every call. Secure extra columns and label them whenever possible, but fill our package rack slots on every call.

1005201150

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

From the standpoint of store inventories and orders, a carton of cigarettes is considered sold when it is removed from carton racks or back rooms. The more you put in the pack racks, the more you can get on the store's order guide.

Secure extra rows on carton racks, and pack out cartons from back rooms to fill carton racks.

. STOCK ROTATION

Insure that Multifilter cartons are rotated, to insure that "Philip Morris" Multifilter sell out first.

MERCHANDISING PROGRAM:

. NEW WIRE RACKS DISPLAYS - PLAN B

You will be advised by your Region Manager regarding new Plan B wire racks displays to be installed to replace those wire rack displays now on location. This new rack is an improved display. Our objective is to replace all existing wire racks with the new ones by October 27.

. PARLIAMENT ON/CARTON DICTIONARY OFFER

Your Division Manager will advise you regarding the chain stores and dates in which the Parliament Dictionary on/carton displays are to be erected. You have the responsibility of selling this promotion and displays to every independent in your territory under Plan A-1. Let's get these displays up during this important back-to-school period, and increase sales of Parliament.

When putting up these or other floor displays, follow this procedure:

a. Take bin and dictionaries into store with you. Have a copy of Chain Authorization with you also.

b. Select a spot for displays offering maximum customer exposure - near the carton rack.

c. Contact manager, and get the displays up, preferably in the location you have selected.

d. Use store stock or sell off car to independents. Try not to deplete carton racks.

1005201151

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

SALES OPENER:

. We will not furnish a prepared sales opener for this work plan. Instead, you will find enclosed an outline from which you are to develop your own. This will give you an opportunity to use your initiative and salesmanship in formulating your own sales presentation. The Promotional Rationale in this work plan and your ASK Manual should be used as a reference source when preparing your sales opener. Your Division Manager will confer with you, and assist if you need help.

SWITCH-SELLING:

. Use your daily allocation of 10 packs of 20's to gain new smokers for our products. Stress the brands which are featured during this Sales Cycle. Practice your switch-selling technique, using a strong product story, until you are proficient in each presentation. Refer to your ASK Manual and the Promotional Rationale of this work plan when developing each consumer talk.

REPORTING:

. Scanner sheets are most important. Continue your efforts toward a "zero defects" situation. Your territory number must be shown properly, or some other salesman will get credit for your work.

SALES CONTEST:

. The sales contest continues during the Fifth Cycle. Keep your efforts strong. The prizes, as well as the personal satisfaction of being a winner, are well worth the extra efforts you are putting forth.

J. P. Jeb Lee

JPJL:SW

J. P. Jeb Lee

1005201152

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

MILITARY REPRESENTATIVES

FIFTH SALES CYCLE

SEPTEMBER 4, 1972 - OCTOBER 27, 1972

SPECIAL ACTIVITIES

The Promotional Rational portion of this work plan outlines the major brands which will be featured during the 5th cycle. Other specific facts are outlined such as:

- A significant increase in sales on Marlboro, Benson & Hedges 100's and Parliament for the first half of 1972.
- The Benson & Hedges name for Multifilter which provides a greater degree of credibility for a brand that is on the move.
- We are continuing with extremely heavy advertising and promotional support for all brands featured during this cycle.
- The Marlboro country store promotion is the biggest promotion in Marlboro history.

Brands to be featured during this cycle are:

MARLBORO - Total Marlboro are up 20.0% nationally as opposed to 16.1% for the military. The specific brand that is causing military difficulties is Marlboro Box - total military sales show increase of 5.4% for the 6 months ending June 1972. You should begin to make special presentations in an effort to expand your distribution base on Marlboro box.

BENSON & HEDGES - Total military Benson & Hedges business has increased 20.3% as of June 1972. All efforts should be made to maintain these strong trends. 100% distribution should be your primary objective in all accounts with consistent merchandising support using materials that we are currently providing.

PARLIAMENT - Parliament military business shows an overall growth of 6.2% for the first six months of 1972. All efforts should be made to keep this trend positive by doing the following:

- Expand your distribution base on Parliament 100's.
- Make certain this brand is constantly displayed (Parliament has proved when displayed and promoted, its sales respond).

The trade should be informed that our advertising will continue to emphasize the recessed filter of Parliament which "works like a cigarette holder works."

MULTIFILTER - Continue to emphasize to the trade that the name change from Philip Morris Multifilter to Benson & Hedges Multifilter does not mean that the product was changed. The Benson & Hedges now provides more believability and importance to a product that is already on the move. We are continuing with our advertising message. "Multifilter is the cigarette you feel comfortable with, enjoy, and stay with."

1005201153

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

OTHER ACTIVITIES

There are many distribution and volume opportunities now available as a result of the following activity in the General Products Division. Opportunities are:

- New "Clark Gum Super Stick" and Lucrative trade offers.
- New "Speakeasy" pack, size and flavor change.
- New "Face Guard" blades with high value trade offer.

It is essential that you become familiar with all details related to these programs. Every effort must be made to accomplish the following:

- Gain new distribution in all outlets.
- Maintain sufficient inventory in these outlets where we have distributions to prevent out of stock conditions.
- Insure that these products are properly merchandise.

The military continues to represent an important segment of our blade and toiletries business. An overall increase will make the military more important to our business each day.

AN ACTION PLAN

Planning, objective setting and a thorough knowledge of each of your accounts are essential if you expect to have any chance for success. Make certain the following are done as part of your action plan:

- Study the level of distribution and distribution channels.
- Study buying procedure and merchandising practices for our entire line.
- Study all resale facilities.
- Constantly check your accounts for any changes in buying hours. Because of the vast geographical areas covered by each of you, a call on a buyer that has changed his hours may mean a loss of a half day productive time.

INCENTIVES ITEMS

There are several thoughts that should be repeated with regards to the new incentive items.

- When arranging for incentive promotions at military Headquarters, be careful as you select incentives for use. The representative setting up displays may not have incentives you have programmed.
- Include approval in your planning for substitute or alternate sales incentives.

Make certain that you continue to get introductory orders from each account through the use of incentives.

1005201154

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

FOUR PACK SAMPLE ALLOCATION

Each of you will receive the following samples during September and October:

- 1,000 Marlboro Lights
- 1,000 Benson & Hedges
- 1,000 Parliament
- 1,000 Virginia Slims Methol

MILITARY SPECIAL OFFERS

The following special offers will become effective September 1, 1972:

- Personna Small sizes offer #MW 142 has an effective date of 9/1/72 and will be withdrawn 11/30/72. The 25% voluntary price reduction - off invoice provides an excellent opportunity to gain additional peg space, increase inventories, and get reduced resale prices.
- Clark Smile 6-Pack Gum offers #MW 722 has an effective date of 9/1/72 and will be withdrawn 11/30/72 (CONUS) and 12/31/72 (OVERSEAS). The 15% voluntary price reduction should help you increase distribution, gain shelf exposure and display support.
- New Speakeasy Breath Freshner offer #MW 522 has an effective date of 9/1/72. We will discontinue shipping the present package 8/31/72. This new product will be packed in a more slender and colorful package. The flavor will be improved to a more palatable "Teaberry" fragrance. Additionally, there will be a 25% introductory offer off invoice effective 9/17/72. This offer will be withdrawn 11/30/72. In addition to changing existing accounts over to the new package, the primary objective should be to close all existing gaps in your accounts.

Continue to follow through with the Clark Gum 10-Pack Halloween Promotion. Make certain that each of your accounts participate in the profitable promotion. All orders must be processed by September 15.

The introductory offer on Clark Superstick (#MW 052) will remain in effect through September 30, 1972. This extension was made in an effort to give you a chance to firm up your orders at those installations where decisions are still pending. Make certain that each of your accounts stock this exciting new item while the 15% allowance is available.

Personna Special Offer #MW 132 will run through August 31, 1972. Gain introductory placements and build inventory levels on large sizes of Personna using this 20% V.P.R. reduction.

1005201155

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

Face Guard Special Offer #MW 812 starts July 1 and will run through September 30. The introduction of this new blade is an important step. Sell and display this product in all your assigned accounts.

Clark Sugar Gum 6-Pack Special Offer #MW 652 will be in effect all during this cycle. The 15% V.P.R. off invoice allowance should help you to sell and promote Clark 6-Pack in all accounts.

Clark Smile Special Offer #MW 730. This new 5 stick-24 count box packing with its 10% introductory allowance should assist you in selling Clark Smile to all your customers.

VENDING

Recently, you worked with vending specialist found on certain Military Bases. Make certain that you follow through in an effort to maintain any new locations secured for our brands.

Maintain contact with the base vending specialist in an effort to improve distribution and availability of our brands on an on going basis.

GENERAL

You are responsible for a rather sizeable portion of our total sales in Tobacco and in the General Products line. Your management expertise is particularly critical to the continued success of your business. It is therefore imperative that your objectives have been carefully identified and are realistic. Although your sales figures are showing positive trends, continue to evaluate your business in an effort to determine better ways to increase your sales at a more rapid rate.

10052011.56

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

MERCHANDISING PROGRAM SET-UP

FIFTH SALES CYCLE

Your merchandising efforts are more important today than ever before. Listed below are the specific merchandising programs to be followed:

1. PLAN A

. Philip Morris ranks No. 2 in the cigarette industry and our market share continues to increase. To maintain a share of shelf space equal to the market share in your area, the following steps are to be taken:

- Sell a total merchandising program emphasizing that "shelf space for all our brands should equal our brands market share."

- Shooting for the third shelf in all locations is very realistic. Make it an objective never to fall below the third shelf.

- Make certain all Plan-O-Grams are followed in each store.

- Label each position to discourage encroachment.

2. PLAN A-1

. PARLIAMENT - To be featured September 4 through September 23. The American Heritage Dictionary attached will be free with a carton purchase. The display represents an excellent "back to school" feature in many heavily college populated areas.

. MARLBORO - To be featured in displays October 16 through November 13. This will be a "country store" promotion. You will receive more information on this shortly.

3. PLAN B-1

. MARLBORO - To be featured in the large section September 4 through October 23.

. B & H 100's - To be featured in small section September 4 through September 29.

. PARLIAMENT - To be featured in small section October 2 through October 27.

1005201157

4. PLAN B

. You will receive instructions from your Region Manager pertaining to the new Plan B wire racks. Make certain that these instructions are carefully followed.

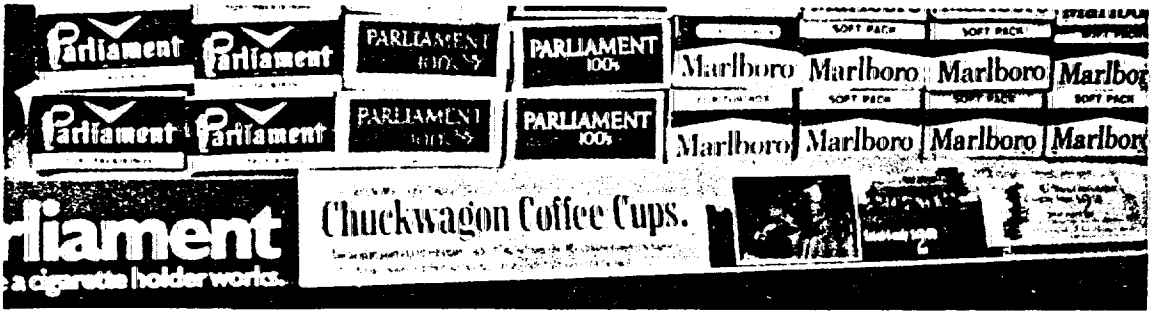
. In new Plan B's - feature Marlboro on top row and B & H 100's for first period, and Parliament for second period on the bottom row. In old wire racks, feature Marlboro.

. Strict compliance to our contracts is essential if we are going to get maximum return on investments.

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

During this sales cycle Marlboro will be the primary featured brand and Benson & Hedges and Parliament will be the secondary display brands.

Plan A 4th shelf or higher based on planogram.



Plan B Front counter near cash register.

New wire rack.

9/4 - 9/29

10/2 - 10/27

Wooden rack.

Old wire.

Plan B-1 Front counter near cash register.

9/4 - 9/29

10/2 - 10/27

Purpose of Display

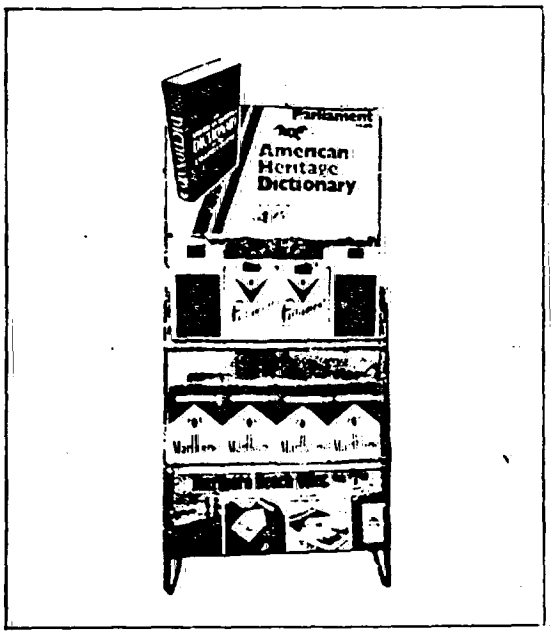
- Insure adequate product availability.
- Improve product exposure.
- Satisfy consumer demands for product.
- Self-service.

1005201158

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

WIRE RACK MERCHANDISER

NEW B WIRE RACK



OLD B WIRE RACK

Specifications: New B Wire Rack

Capacity – Top Shelf – Major Brand 12 packs
– Lower Shelf – Secondary Brand 20 packs

Dimensions – Rack Height 19" Depth 7½"
Header Cards – Top 9½" x 5¾"
– Lower 8½" x 3½"

Specifications: Old B Wire Rack

Capacity – 36 – 12 packs per shelf

Dimensions – Height 21" Depth 8½"

1005201159

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

YOUR OWN SALES STORY

THE OPENER: Good morning Mr. _____. I'd like to show you how you can make extra profit through The Sale of Marlboro, Benson & Hedges 100's (Parliament), and B & H Multifilter.

SALES/BENEFIT STORY: (Study the Promotional Rationale and Chapter 2-6 of your ASK Manual to Develop).

MARLBORO _____

_____

_____

B & H 100's _____

_____

_____

PARLIAMENT _____

_____

_____

MULTIFILTER _____

_____

_____

POSSIBLE OBJECTIONS: _____

_____

_____

_____

YOUR RESPONSE TO THESE OBJECTIONS: _____

_____

_____

_____

CLOSING: _____

_____

_____

_____

1005201160

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

Form # 1239 Rev. 4/70

P. M. U. S. A.

PHILIP MORRIS U. S. A.

SALESMAN'S EXPENSE VOUCHER

DRAFT NO. ← FILL IN

DO NOT WRITE HERE →

GROUP | SALESMAN'S NUMBER

SALESMAN'S NAME (PRINT) | WEEK ENDING (SATURDAY) 19

HEADQUARTERS (CITY-STATE) | TERRITORY CODE | REGION NO. | SECTION NO.

Receipts must be attached to duplicate copy which is mailed to immediate superior for all expenses. Such receipts must be on Certified Bill Head showing date, items purchased and value, and must be signed by the person receiving payment.

		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOTAL	Acct. Code
	Hours Worked									FOR OFFICE USE ONLY
	Explanation Time Not Worked									
	Town and State Where Expenses Were Incurred									
Personal And Other Expenses	Room									
	Meals									
	Telephone, Telegrams, Postage									
	Transportation Paid By You (other than company car)									
	Personal Smokes									
	Supplies - Office, Etc.									
	Total Personal and Other Expenses									
Samples	Switch Sampling									
	Samples - Other (Specify)									
Incentive Promotions	Dealer Incentives									
	MARLBORO	163	PACKS	@ 32¢					52.16	
	BENSON & HEDGES 100's	150	"	" "					48.00	

MERCHANDISING PROGRAM EXPENSES SHOW TOTALS FROM PERFORMANCE REPORTS - LOCAL PROMOTIONS

WEEKLY TOTALS PLANS A & C (FORM #1762)

WEEKLY TOTAL PLANS B & B-1 (FORM #1763)

SHOW AIR TRAVEL CARD CHARGES SEE INSTRUCTIONS #11

TRIP DATE	TICKET NO.	ORIGIN	DESTINATION	AMOUNT
				$

TOTAL EXPENSES ABOVE

AUTO EXPENSE (FROM AUTO EXPENSE STATEMENT)

TOTAL EXPENSE

Comments:

SIGNATURE | ADDRESS | CITY | STATE | ZIP CODE

Duplicate - Mail To Immediate Superior

100520116

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

POINT-OF-SALE KIT

FIFTH SALES CYCLE

SEPTEMBER 4 - OCTOBER 27

ITEM	SALESMAN	D. M.
MARLBORO		
30 Pack counter selling unit	200	150
Large shelf talker w/coupon	30	30
Butterfly coupon pads	225	225
"Special Offer" Carton Wraps	10	10
BENSON & HEDGES		
20 Pack counter unit	150	100
Small shelf talker	30	30
PARLIAMENT		
20 pack carton unit	150	100
Large shelf talker	30	30
Daily Work Record	2	1
Retail Order Pads	2	-
Masking Tape	1	1
Scanner Sheets	10	-

1005201162

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

SCANNER SHEET REPORTING INSTRUCTIONS

SALESMAN'S NAME_____

TERRITORY NUMBER_____

SALESMAN'S TERRITORY NUMBER			WEEK ENDING (Friday)		SALES CYCLE NO.
			MONTH	DAY	
0 0 0	0 0 0	0 0 0	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	0 1 2 3	0 1 2 3 4 5 6 7 8 9
1 1 1	1 1 1	1 1 1			
2 2 2	2 2 2	2 2 2			
3 3 3	3 3 3	3 3 3			
4 4 4	4 4 4	4 4 4			
5 5 5	5 5 5	5 5 5			
6 6 6	6 6 6	6 6 6			
7 7 7	7 7 7	7 7 7			
8 8 8	8 8 8	8 8 8			
9 9 9	9 9 9	9 9 9			

WORK ACTIVITY DID NOT WORK DOWN TIME				
MON	TUE	WED	THU	FRI
SELLING ALONE				
MON	TUE	WED	THU	FRI
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
BEING TRAINED				
MON	TUE	WED	THU	FRI
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4

REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.

REVIEW YOUR SCANNER CAREFULLY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY.

MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING.

TOTAL CALLS WEEK	BREAKDOWN OF CALLS →	Type Calls: Non-Controlled	Type Calls: Controlled
0 0 0	Non-Controlled	0 0 0	0 0 0
1 1 1	Stores where buying and merchandising decisions are made locally.	1 1 1	1 1 1
2 2 2		2 2 2	2 2 2
3 3 3		3 3 3	3 3 3
4 4 4		4 4 4	4 4 4
5 5 5	Controlled	5 5 5	5 5 5
6 6 6	Chain stores where buying and merchandising decisions are made at headquarters.	6 6 6	6 6 6
7 7 7		7 7 7	7 7 7
8 8 8		8 8 8	8 8 8
9 9 9		9 9 9	9 9 9

REPORT NUMBER OF NON-CONTROLLED AND NUMBER OF CONTROLLED CALLS MADE EACH WEEK. ALSO REPORT THE TOTAL OF ALL CALLS MADE.

DEALER INCENTIVE		
GRATIS PACKS 1st MAJOR CIGARETTE	GRATIS PACKS 2nd MAJOR CIGARETTE	GRATIS PACKS 3rd MAJOR CIGARETTE
0 0 0	0 0 0	0 0 0
1 1 1	1 1 1	1 1 1
2 2 2	2 2 2	2 2 2
3 3 3	3 3 3	3 3 3
4 4 4	4 4 4	4 4 4
5 5 5	5 5 5	5 5 5
6 6 6	6 6 6	6 6 6
7 7 7	7 7 7	7 7 7
8 8 8	8 8 8	8 8 8
9 9 9	9 9 9	9 9 9

SHOW GRATIS PACKS USED FOR MARLBORO UNDER 1ST MAJOR CIGARETTE FOR THE FULL EIGHT WEEKS OF THE 5TH CYCLE.

SHOW GRATIS PACKS USED FOR BENSON & HEDGES 100'S UNDER 2ND MAJOR CIGARETTE FOR THE FIRST 4 WEEKS OF THE 5TH CYCLE (SEPT. 4 – SEPT. 29).

SHOW GRATIS PACKS USED FOR PARLIAMENT UNDER 2ND MAJOR CIGARETTE DURING THE LAST 4 WEEKS OF THE 5TH CYCLE (OCT. 2 – OCT. 27).

DO NOT REPORT IN "GRATIS PACKS – 3RD MAJOR CIGARETTE "COLUMN DURING THIS CYCLE.

1005201163

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

CARTONS SOLD

1st MAJOR CIGARETTE

Non-Controlled	Controlled
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT ALL SALES OF MARLBORO IN THIS COLUMN FOR THE FULL EIGHT WEEKS.

2nd MAJOR CIGARETTE

Non-Controlled	Controlled
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

- REPORT ALL SALES OF B & H 100'S IN THIS COLUMN FOR THE FIRST 4 WEEKS (9/4 - 9/29).
- PARLIAMENT - 2ND 4 WEEKS (10/2 - 10/27).

SUPPLEMENTAL/ITEM "A"

Non-Controlled	Controlled
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT ALL SALES OF B & H MULTI-FILTER IN THIS COLUMN FOR THE FULL EIGHT WEEKS.

SUPPLEMENTAL/ITEM "B"

Non-Controlled	Controlled
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT THE SALE OF ALL OTHER BRANDS IN THIS COLUMN FOR THE ENTIRE CYCLE.

DISPLAYS

SETUP OR SERVICE

B	B-1
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT AS USUAL

1st MAJOR CIG.

SET/SELL	SPECIAL ACTIVITY
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT ALL SET/SELL DISPLAYS FOR MARLBORO IN THIS COLUMN

DO NOT REPORT IN THIS COLUMN

2nd MAJOR CIG.

SET/SELL	SPECIAL ACTIVITY
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT ALL B & H 100'S SET/SELL DISPLAYS DURING THE FIRST 4 WEEKS 9/4 – 9/29

REPORT ALL PARLIAMENT SET/SELL DISPLAYS DURING THE LAST 4 WEEKS 10/2 – 10/27

DO NOT REPORT IN THIS COLUMN

SUPPLEMENTAL/ITEM "A"

DISPLAYS ERECTED	SPECIAL ACTIVITY
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

DO NOT REPORT IN THIS SECTION

DO NOT REPORT IN THIS SECTION

SUPPLEMENTAL/ITEM "B"

DISPLAYS ERECTED	SPECIAL ACTIVITY
0	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9

REPORT ALL A-1 DISPLAYS ERECTED THIS CYCLE IN THIS COLUMN

DO NOT REPORT IN THIS COLUMN

100520164

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

National Consumer Magazines - September - October

Marlboro	Virginia Slims	Parliament	Marlboro Lights	Benson & Hedges	Multifilter
Life	Life	Life	Life	Life	Life
TV Guide	TV Guide	TV Guide	TV Guide	TV Guide	TV Guide
Time	Ladies Home Journal	Time	Time	Time	
Newsweek	McCalls	U.S. News & World Report	Newsweek	Newsweek	
U.S. News & World Report	Redbook	Newsweek	Intellectual Digest	U.S. News & World Report	
Sports Illustrated	Vogue	Psychology Today	U.S. News & World Report	Sports Illustrated	
Playboy	Madamoiselle	Saturday Review	Saturday Review	Esquire	
Oui	Woman's Day	Intellectual Digest	Redbook	Ebony	
Esquire	American Home	The Atlantic	Cosmopolitan	Essence	
Popular Science	House Beautiful	Sports Illustrated		Jet	
Popular Mechanics	Dell Modern Group	McCalls		Black Enterprise	
Mechanix Illustrated	Stewardess & Flight Service News	Ladies Home Journal		Contact Magazine	
Sport	Ebony	Redbook		Saturday Review	
True	Jet	House Beautiful		Psychology Today	
Outdoor Life	Black America	World		McCalls	
Field & Stream	Crisis	Ms.		Ladies Home Journal	
Sports Afield	Cosmopolitan			Cosmopolitan	
Car & Driver	Family Circle			Redbook	
Argosy	House & Garden			Family Circle	
VFW Magazine	MacFadden's Women's Group			Southern Living	
American Legion Magazine	Harpers Bazaar			World	
Motor Trend	Southern Living			Coronet	
Hot Rod	Ms.			Money	
Car Craft	Essence				
Road & Track					
Sporting News					
Ebony					
Jet					
Family (Army Times Group)					
Woman's Day					
Redbook					

1005201165

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

Sunday Supplements:

Marlboro	Marlboro Lights	Benson & Hedges	Parliament
Parade	Parade	Parade	Sunday Metro
Family Week	Sunday Metro	Tuesday	
Tuesday		Sunday Metro	
Sunday Metro			

Outdoor:

#100	Showing	-	top 10 Market	-	Virginia Slims (Sept.) Marlboro (Oct.)
# 50	Showing	-	Markets - 11-25	-	Virginia Slims (Sept.) Marlboro (Oct.)
# 50	Showing	-	Markets - 51-250	-	Marlboro (Sept.-Oct.)
Paint		-	top 50 Markets	-	Marlboro (Sept.-Oct.)
REA Trucks				-	Marlboro (Sept.-Oct.)

Regional Magazines:

Stagebill (Chicago)	Parliament, Benson & Hedges
Philadelphia Magazine	Benson & Hedges
New York Magazine	Benson & Hedges,Virginia Slims, Parliament
Boston Magazine	Benson & Hedges
Cue (New York)	Malboro, Parliament, Virginia Slims, Benson & Hedges
Lincoln Center Programs (New York)	Parliament, Virginia Slims

Playbill:

- Boston	Parliament, Benson & Hedges
- New York	Parliament, Benson & Hedges
- Philadelphia	Parliament, Benson & Hedges
- Washington	Parliament, Benson & Hedges

1005201166

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

BACK AGAIN BY POPULAR DEMAND!

The promotion that sold extra Parliament for you in '71!

ORDER AND FEATURE
FOR "BEST SELLING" SALES AND PROFITS!

FREE! 95¢ value

BEST SELLING

American Heritage Dictionary

OF THE ENGLISH LANGUAGE

With carton purchase of Parliament

DRAMATIC DISPLAY STOPS AND SELLS!

- Dictionaries are packed on *every carton* of Parliament
- Display merchandises up to 30 cartons in small space—16" x 20" x 5"
- Biggest dictionary value ever offered in paperback at 95¢—now FREE!
- Largest number of entries—55,000. Has 832 pages—nearly 300 illustrations. The only paperback dictionary with photographs!
- 32 weeks on the Bestseller List!

100520116?

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

1005201168

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

1005201169

The Marlboro Country Store

Marlboro announces the biggest promotion in its history—the Marlboro Country Store.

Come September, 54 million readers will see double gate fold inserts in *Life, Sports Illustrated, Woman's Day* and *True.* The insert will offer fourteen specially selected Western items—some of the colorful things you've seen in Marlboro Country. Like the famous Marlboro coat, Stetson hat, and limited edition western art.

Our store will be working for your store . . . and we're both going to profit from it.

Marlboro Sales-National, Local, Chain

Marlboro is the fastest growing brand in the U.S. Sales were up 16% in 1971. And that growth momentum keeps rolling on in 1972. Our first half this year is up nearly 20% over first half last year.

1972 Marlboro sales in_____ up_____%.
1972 Marlboro sales for_____ up_____%.

Marlboro Country Store Floor Display

- Unique country store design
- 150 FREE catalogues per unit—out-front and easy to reach
- 90 carton display capacity

Come to where the profits are
Come to Marlboro Country

1005201170

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

'72

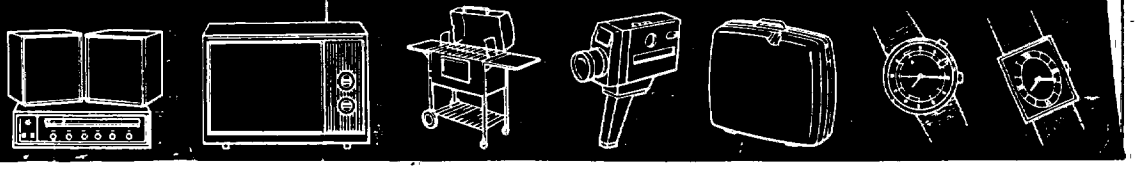
BUIL #1

SALES INCENTIVE FEATURES

Build Your Sales • Build Your Displays

You Can Be A Big Winner!

SECOND HALF CONTEST IN EFFECT
SEPTEMBER 4 – OCTOBER 27, 1972



10052011 71

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000

PHILIP MORRIS U.S.A.

COPYRIGHT PHILIP MORRIS USA JULY 1972

1005201172

Source: https://www.industrydocuments.ucsf.edu/docs/tqyk0000